

Muffins ON THE Move

In a 2009 Perishables Group consumer research study, the Perishables Group found that 15 percent of instore bakery shoppers surveyed were buying fewer muffins than they were a year ago. However, 62 percent of survey respondents felt instore bakery items were of higher quality than grocery aisle alternatives.

The study also showed that consumers are eating at home more now than ever. Thus, retailers have the

opportunity to grow the muffins category by prominently merchandising ready-made, high-quality options for their breakfast and snacks. They can do this by merchandising muffins as a fresh, yet convenient, gourmet food item that can be eaten as breakfast or as a snack any time throughout the day, and can be eaten at home or on the move.

Nationally, muffin sales accounted for an average of 4.3 percent of

bakery department dollar sales (per week per store) during the 52 weeks ending April 25, 2009. Muffin contribution was down 0.1 percentage point from the previous year.

Across the total U.S., the category averaged dollar sales of \$397 per week per store, up 1.7 percent from \$390 the previous year. The top week for total U.S. muffins was the week ending May 3, 2008, with average per-week per-store sales of \$432. The

Figure 1

Muffins Average Weekly Sales Dollars Per Store by Region

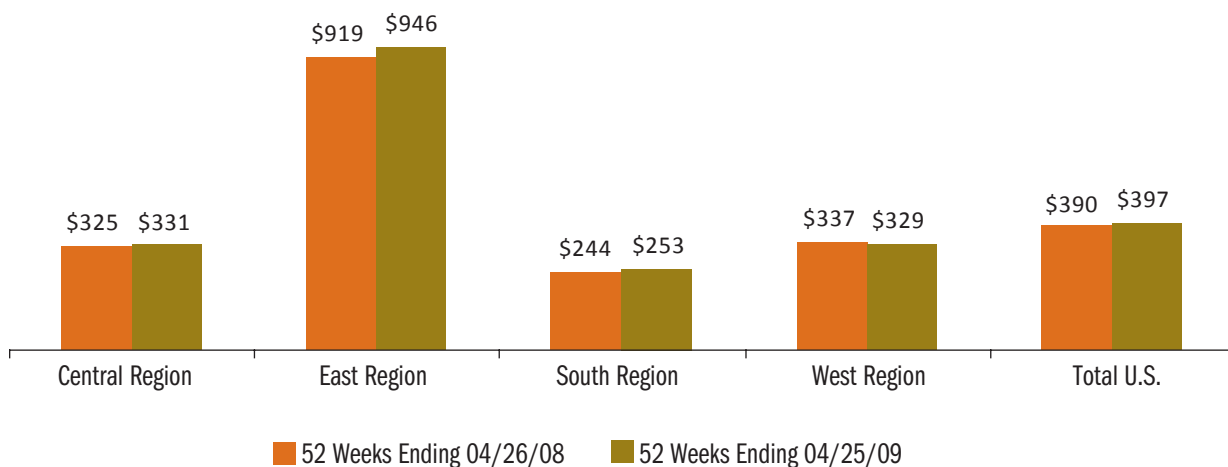
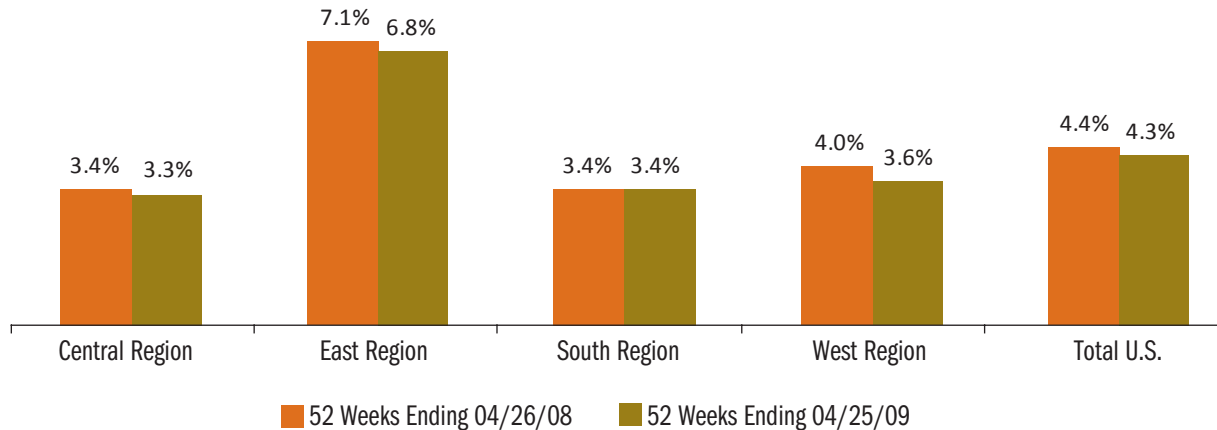


Figure 2

Muffins Average Contribution to Bakery Dollars by Region



week leading up to Easter, a popular breakfast and brunchy holiday, increased to an average \$415 per store, 4.5 percent higher than the average week. The holiday weeks of Thanks-

giving and Christmas decreased in sales, as consumers were likely purchasing more decadent sweet goods. The weeks after Thanksgiving and Christmas also decreased in sales, as

consumers were likely traveling home or eating holiday leftovers.

Average category dollar sales were up in each region of the U.S. except the West, yet average

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category contribution to total bakery sales were down in all regions except the South when comparing the 52 weeks ending April 25, 2009 versus the previous year. Muffin category dollar sales were outpaced by total bakery department dollar growth in all regions. The South region is the only region where muffin contribution remained flat, due to muffin category dollar sales and total bakery dollar sales increasing at relatively the same growth rate.

The East region had the greatest muffin dollar sales, with an average of \$946 in sales per week per store, and also had the highest muffin contribution to total bakery department dollar sales at 6.8 percent. Conversely, the South region

had the lowest per-week per-store average with \$253, as sweet goods are a popular breakfast item in this region. The Central region had the lowest muffin contribution to total bakery department dollar sales, with an average of 3.3 percent category contribution to total bakery department sales; strong donut sales in this region likely resulted in a negative impact on muffins.

Nationally, regular muffins led the category with a 51.9 percent dollar share of the category, followed by gourmet/jumbo muffins at 33 percent. Mini muffins at 14.8 percent and muffin tops/crowns at 0.3 percent comprised the rest of the category.

Regular muffins gained slight category dollar share from gourmet/

jumbo muffins, mini muffins and muffin tops/crowns compared to the previous year.

This sales review is provided by the Perishables Group, Inc. (PG), Chicago, IL, an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results are compiled from retailer grocery stores nationwide, representing approximately 62% of national supermarket ACV share. Sales data provided by Perishables Group FreshFacts powered by Nielsen.

BY CONNIE RHODES

FOR MORE INFORMATION,

CONTACT PERISHABLES GROUP:

KELLI BECKEL, 773.929.7013;

E-MAIL: KELLIB@PERISHABLESGROUP.COM.

inStorebuyer.com

inStore Profiles

Our annual Top 20 InStore Profiles broken down into an easier-to-read format. We've also added Retail Spotlight, a compilation of retail profiles featured in every issue of the magazine.

Archives

If you've missed an issue, don't worry. We now have an archive of current and past issues.

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Select stories from our current issue are featured prominently on the home page, along with a preview of what's coming in the next issue.

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Our merchandising gallery has been expanded to include never-before-seen photos from past retail profiles.

